



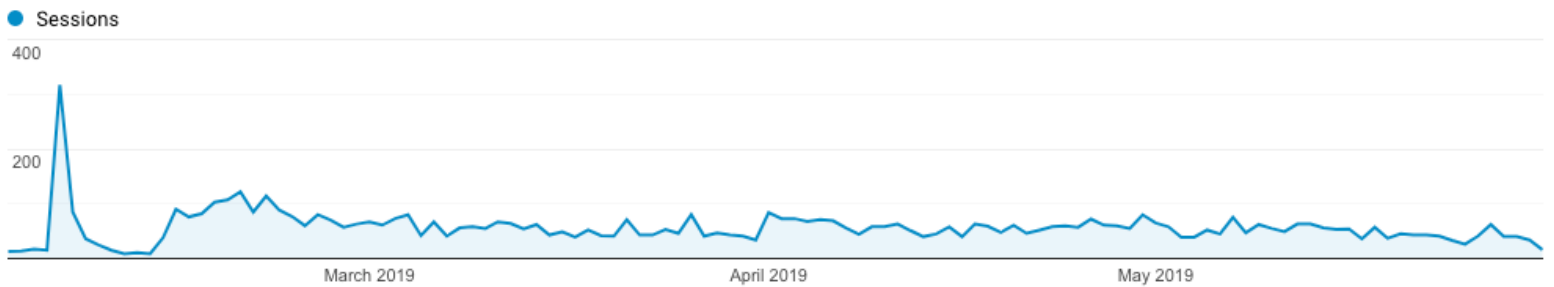
## **Digital Report - 2019 Campaign**

# Overall Takeaways

- The main goal of our campaign was to generate awareness and engagement around the dangers of Meth.
- We ran Facebook, Instagram, Snapchat and Spotify ads from February through May.
- In total, our ads had over 6.5 million impressions and reached over 240,000 people. Most of our ads targeted South Dakotans from ages 15 to 65+ with the exception of Facebook video ads (South Dakotans 15-18).
- In addition to ads, we also published organic content. The organic content did very well, especially considering content hadn't been published since 2017.

# Website Performance

## Traffic

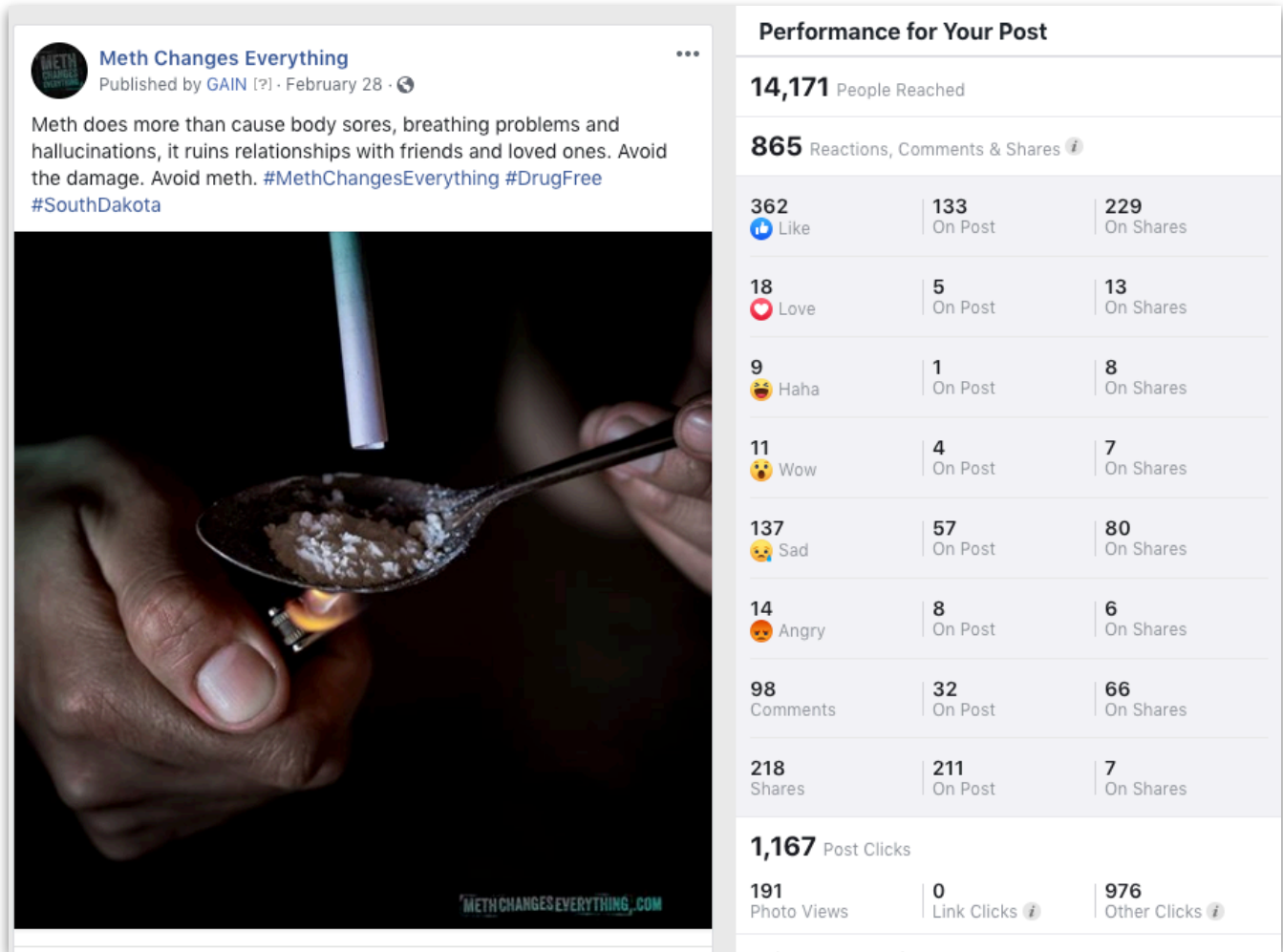


## Traffic Sources

	Acquisition		
	Users	New Users	Sessions
	5,907	5,891	6,786
1 ■ (Other)	3,454		
2 ■ Organic Search	1,117		
3 ■ Social	958		
4 ■ Direct	420		
5 ■ Referral	14		

- Under traffic sources, “(Other)” refers to any traffic from paid social channels.
- The initial spike in sessions (website visits) occurred on February 5th and was entirely from Facebook. It came from a single un-boosted social post, likely because it was the first post made since June of 2017.
- Once ads started running, traffic remained at a consistent level throughout the campaign.
- Facebook ads were the biggest driver of traffic to the website, accounting for 80% of the 6,786 sessions from February through May.
- Interestingly, Spotify ads accounted for more traffic than Instagram ads (13% vs 7% respectively). The audiences weren’t significantly different, so Spotify proved to be the better platform at converting users to the website.

# Facebook Organic Posts






- The above post was the best performing post from the campaign, reaching over 14,000 people and generating significant engagement and over 200 shares.
- February was our best month for organic performance, reaching 42,258 people and 5,608 engagements.
- February was the first month of content since June of 2017. The large timespan of inactivity and high initial engagement (Facebook gives highly engaged content priority in newsfeeds) likely contributed to the heightened attention to our content.

## Feb - May Post Metrics:







- Page likes gained - 236
- Reach - 105,272
- Engagement - 11,473 (reactions, comments, shares, post clicks)
- Due to timeframe limitations within Facebook, screenshots of each metric were not available.

# Paid Social





## Instagram - Brand Awareness

Ad Name	Impressions	Clicks (All)	Reach	Post Comments	CTR (All)	Starts	Ends
 Instagram - Meth Will Own You - Brand awareness	131,894	158	50,459	2	0.12%	Mar 1, 2019	May 31, 2019
 Instagram - The More You Use It - Brand awareness	239,694	285	64,767	19	0.12%	Mar 1, 2019	May 31, 2019
 Instagram - Curious About Meth? - Brand awareness	303,199	568	71,360	25	0.19%	Mar 1, 2019	May 31, 2019
► Results from 3 ads ⓘ	674,787 Total	1,011 Total	88,542 People	46 Total	0.15% Per Impressio...		

## Facebook - Brand Awareness

Ad Name	Ad Set Name	Impressions	Clicks (All)	Reach	Post Comments	CTR (All)	Starts	Ends
 I Watched Myself Shoot Up - Brand Awareness	South Dakota - 15+ 0 active ads	610,351	3,605	130,361	7	0.59%	Apr 1, 2019	May 31, 2019
 You Lose Everything - Brand Awareness	South Dakota - 15+ 0 active ads	692,218	3,199	129,597	21	0.46%	Apr 1, 2019	May 31, 2019
 Ad A - Just the Beginning	Ad Set for Ad A - Just the B... 0 active ads	281,309	2,277	87,297	14	0.81%	Feb 14, 2019	Feb 28, 2019
 Ad A - You Lose Everything	Ad Set for Ad A - You Lose ... 0 active ads	318,181	1,976	66,496	7	0.62%	Mar 1, 2019	Mar 30, 2019
 Ad B - I Watched Myself Shoot Up	Ad Set for Ad B - I Watched... 0 active ads	322,809	2,480	68,294	10	0.77%	Mar 1, 2019	Mar 30, 2019
 Ad B - You Lose Everything	Ad Set for Ad B - You Lose ... 0 active ads	291,015	2,225	86,226	13	0.76%	Feb 14, 2019	Feb 28, 2019
► Results from 6 ads ⓘ		2,515,883 Total	15,762 Total	241,254 People	72 Total	0.63% Per Impre...		

## Facebook - Video Views

Ad Name	Impressions	Clicks (All)	Reach	Starts	Ends
 Ad A - Cat	28,581	96	18,152	May 1, 2019	May 31, 2019
 Ad B - Train to Nowhere	219,713	343	67,614	May 1, 2019	May 31, 2019
 Ad C - YOLO	23,418	9	11,744	May 1, 2019	May 31, 2019
 Ad A - Cat	25,849	44	5,473	Mar 1, 2019	Mar 30, 2019
 Ad A - Cat	92,332	258	35,486	Apr 1, 2019	Apr 30, 2019
 Ad B - Train to Nowhere	140,610	274	37,119	Apr 1, 2019	Apr 30, 2019
 Ad B - YOLO	18,860	25	4,316	Mar 1, 2019	Mar 30, 2019
 Ad B - YOLO	30,610	36	6,286	Feb 14, 2019	Feb 28, 2019
 Ad A - Train to Nowhere	34,058	50	6,501	Feb 14, 2019	Feb 28, 2019
► Results from 9 ads	614,031 Total	1,135 Total	106,362 People		

\*\*Best performers from each campaign are boxed in red.

# Paid Social

## Facebook/Instagram Takeaways:

- Ads starting running on February 14th and ended on May 31st.
- As these campaigns went on, we noticed ads getting rejected for being too scary. In future campaigns, creative will need to be toned down for Facebook and Instagram.
- The ads racked up 3,804,701 impressions, 17,908 clicks and reached over 200,000 people.

## Snapchat

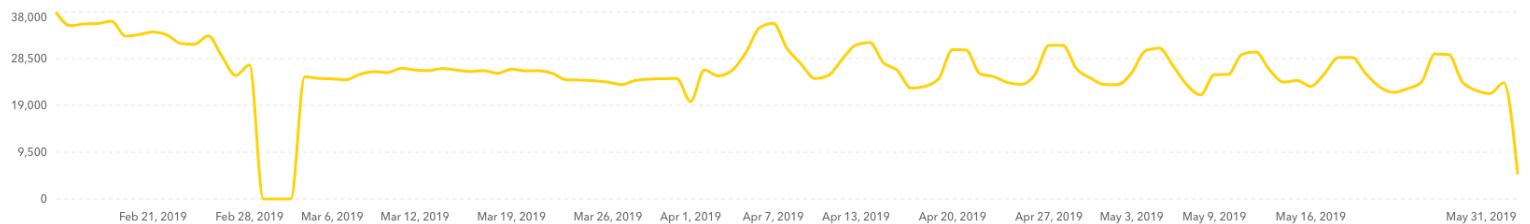
**\$5,743.65**  
Spend

**2,775,527**  
Paid Impressions

**\$2.07**  
Paid eCPM

**0**  
Swipe Ups

**\$0.00**  
eCPA



Name	Spend	Paid Impressions	Paid eCPM	Completions	Video Views
Cat Meth Changes Everything - HS - 2019 > South Dakota, All Gender	\$236.68	145,790	\$1.62	8,610	25,764
Cat Meth Changes Everything - All SD - 2019 > Snap Ad, United States	\$2,650.29	1,126,600	\$2.35	64,403	205,260
Train to Nowhere Meth Changes Everything - HS - 2019 > South Dakota, All Gender	\$1,070.76	569,180	\$1.88	18,470	63,605
YOLO Meth Changes Everything - All SD - 2019 > Snap Ad, United States	\$949.71	453,757	\$2.09	15,897	49,004
YOLO Meth Changes Everything - HS - 2019 > South Dakota, All Gender	\$573.91	291,249	\$1.97	7,682	26,788
Deleted ads are excluded from totals	\$5,481.35 Total	2,586,576 Total	\$2.12 Total Avg	115,062 Total	370,421 Total

- Snapchat Ads ran from February through May, with an audience change in March. The audience change expanded our audience beyond high-schoolers.
- Snapchat did very well. With only five ads, it gained over 2.7 million impressions.
- The impressive aspect of our Snapchat ads was the completion rate. 31% of views were done to completion. For comparison, the Facebook Video Views campaign had 5% of views reached 100% completion.

# Spotify Ads

● ADS SERVED

**465,215**

● REACH OF ADS SERVED

**39,757**

FREQ OF ADS SERVED

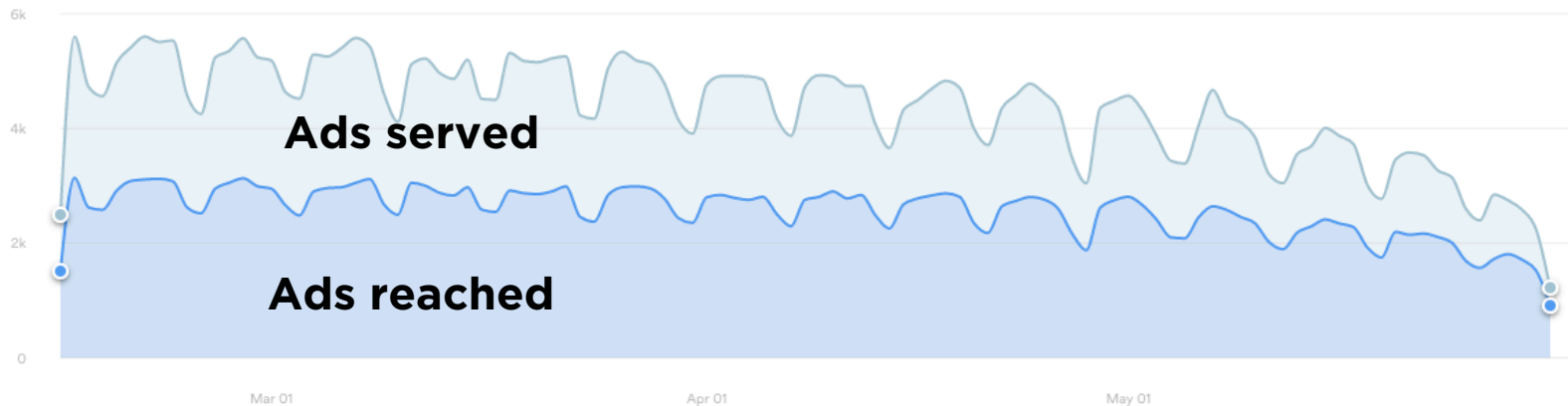
**11.7**

CLICKS

**601**

CTR

**0.13%**



- Spotify ads ran from February 14th through May 31st.
- Spotify doesn't have the most in-depth reporting, so data is only available cumulatively.
- We've reached over 450,000 ads served, with users hearing the ads about 12 times each.
- Spotify ads have reached nearly 40,000 users. We reached about 50% of our audience.
- While a high frequency can lead to more impressions, over time it can lead to less traffic, as the audience gets over-saturated.